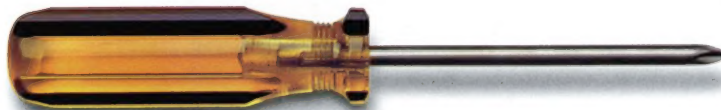




Think different.



Really different.



Computer science meets rocket



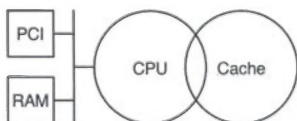
A very different chip.

Did someone say "faster"? The new Power Macintosh® G3 computers, built upon the relentlessly fast, third-generation

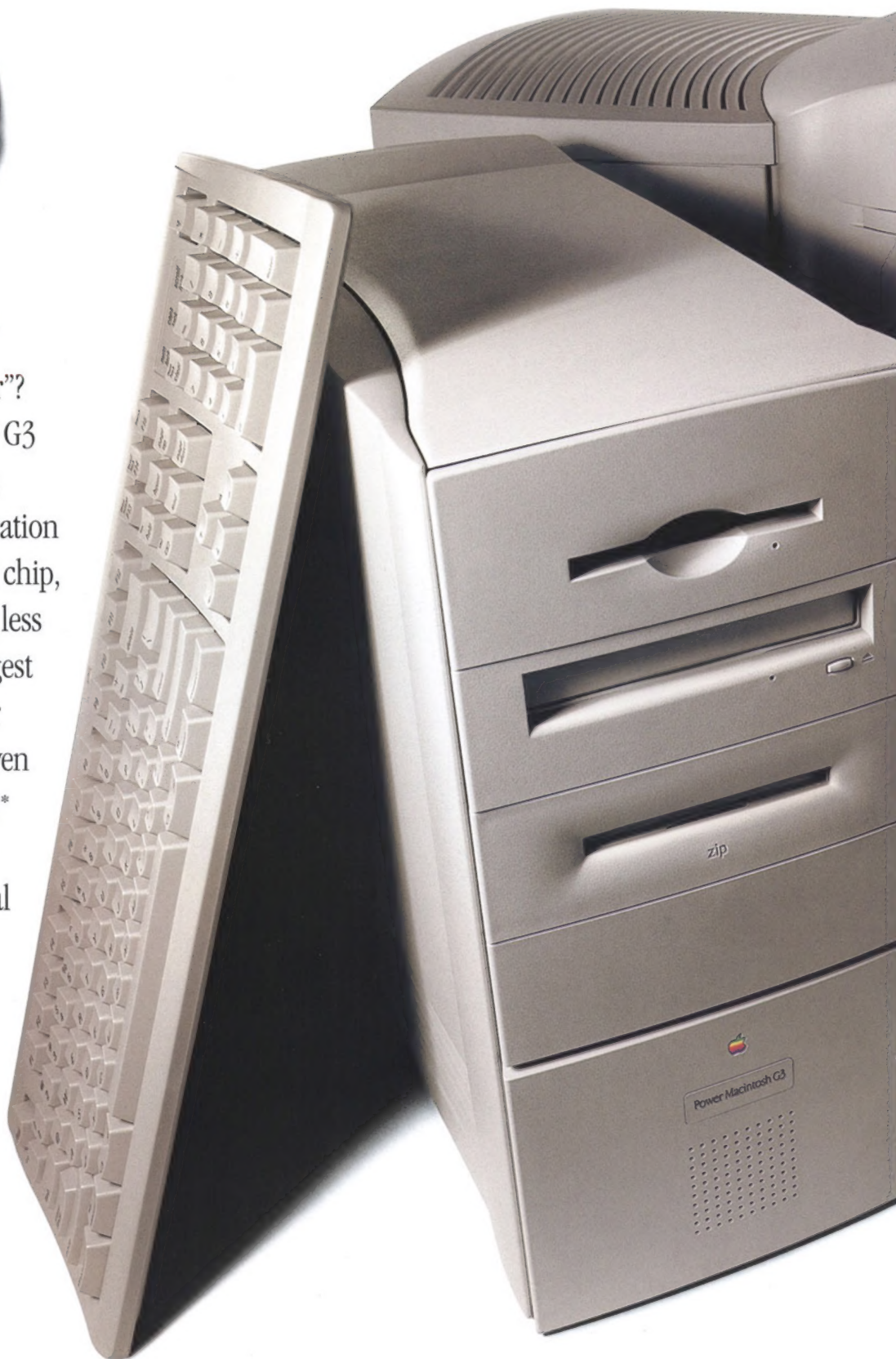


PowerPC™ G3 chip, offer nothing less than the biggest

performance leap in Power Mac® history. Faster than even the newest Pentium II/300,** the PowerPC G3 processor embodies a host of technical advances which add up to speed, speed and more speed. Oh, and did we mention that the Mac G3's were fast?



Only a few people in the world can explain "backside cache." But everyone will savor the speed boost it provides.



*Estimated retail prices, base configuration, actual prices may vary. Configurations subject to change, some configurations only

science. The Mac G3's are here.



Power Macintosh G3 Minitower. \$2,449*

233 or 266MHz PowerPC G3 processor,
512K backside cache, 66MHz system bus,
32-384MB memory, 4-6GB hard disk,
24x CD-ROM drive, 2-6MB VRAM, 3 PCI
slots. Includes keyboard, mouse, Mac OS 8.
Monitor not included.



Power Macintosh G3 Desktop. \$1,999*

233 or 266MHz PowerPC G3 processor, 512K backside
cache, 66MHz system bus, 32-192MB memory,
4-6GB hard disk, 24x CD-ROM drive, 2-6MB VRAM,
3 PCI slots. Includes keyboard, mouse, Mac OS 8.
Monitor not included.

Adobe™ Photoshop™ Performance (total time, 16 Photoshop 4.0 tasks)

Power Macintosh G3-266 611.1 sec.

Pentium II/300 Windows NT 718.0 sec.

Pentium II/266 Windows NT 814.5 sec.

Listen closely and you can hear the sound of Pentium chips
being eaten for breakfast.

System Performance (MacBench performance scores)

Power Macintosh G3-266

878

Power Macintosh 7300/200 358

What audacity. The Power Mac G3 desktop is not only twice as fast
as the model it replaces; it costs less.

PowerBook G3. \$5,699*

*Driven by the super-fast PowerPC G3 chip, the PowerBook® G3 is the speed champ
of the notebook world—a full 80% faster than the fastest Pentium model.¹*

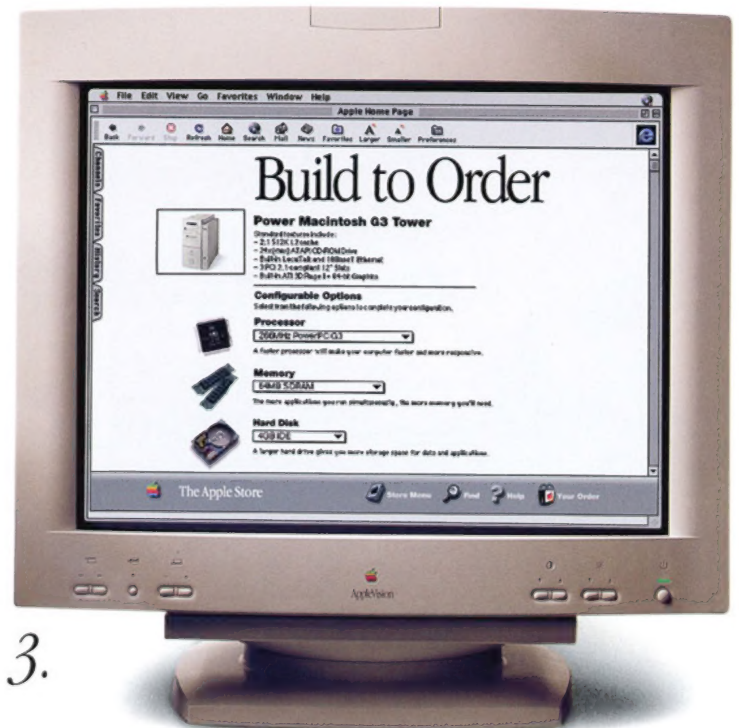


Our e-doors are now open.



A very different store.

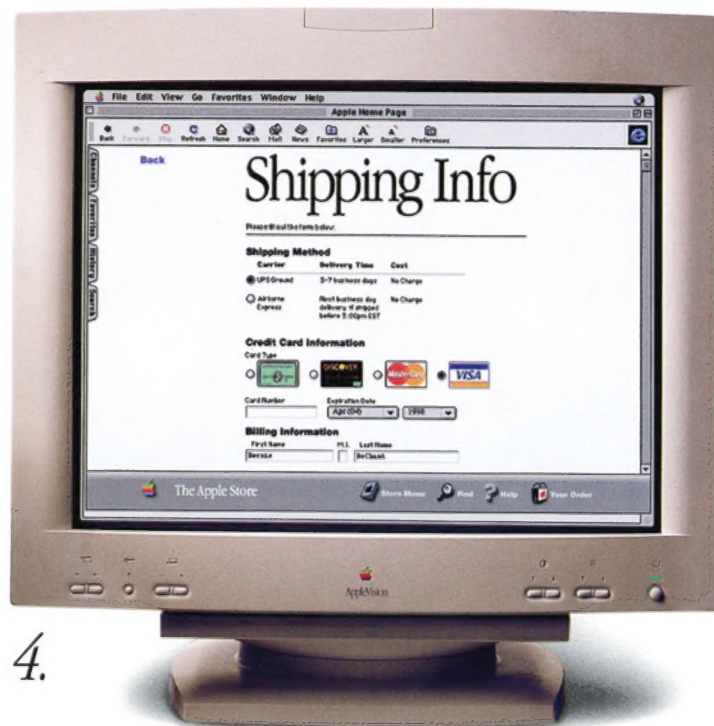
The Apple Store™ lets you do something you could never do before: Buy a Macintosh® directly from Apple® and have it shipped from our factory to your doorstep.* Conveniently located on the Web, The Apple Store is easy to use, secure and full of intelligent features that make your options crystal clear. We built The Apple Store with the same technology we used to build Dell's online store in 1996—only we used a more advanced version to make your shopping more rewarding. So now you have real choices: You can buy your new Mac over the Internet, over the phone or at a nearby expert Apple Reseller.



Click on in.



2.



4.

1.

Free parking, courteous staff, open 24 hours, dress code not enforced. At The Apple Store, it's easy to get your fingers on the newest Apple products, from computers and monitors to printers and the Apple MessagePad®.

2.

We can make your visit to The Apple Store fast and anguish-free. Rather than customizing your computer-to-be, you can choose from our selection of good/better/best configurations for each Macintosh model. Just pick the one that fits your needs and click on over to the checkout stand.

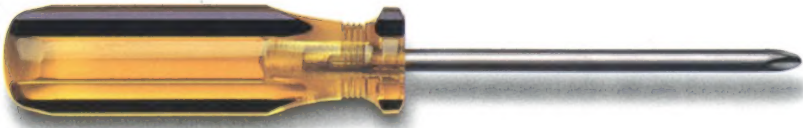
3.

The one person in the world most qualified to build your computer is you. So get to work. The Apple Store lets you custom configure a Mac exactly the way you want it. We give you clear choices for all of your options. We can even offer some creative suggestions of items to complete your system.

4.

The security guard is always on duty. The Apple Store is built upon advanced e-commerce technology, making your transaction both simple and safe. All major credit cards accepted, all major hassles eliminated.

Now look who's running the



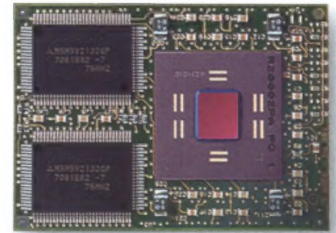
A very different factory.

Who are you and what do you want from us? The good news is, no matter who you are — and whatever your needs may be — Apple is now geared up to give you exactly what you are looking for. Starting with the new Power Macintosh G3 desktop and minitower models, we're building computers one by one to your exact specifications. So, when you shop at The Apple Store, you can order your Macintosh the same way you order a pizza — with just as much stuff on it as you like. (But no anchovies.) You can configure your computer literally hundreds of different ways, saving time and money — because you'll get everything you need at once and you won't have to pay for features you wouldn't use.



factory.

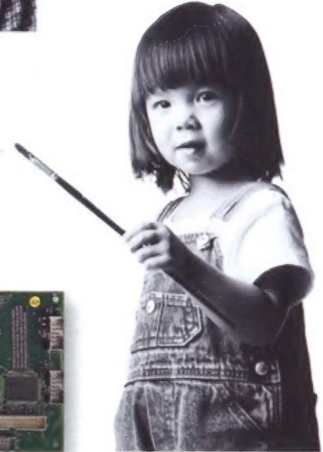
You.



Need to churn through your photographic work at breakneck speed? Equip your Mac with the ultra-fast 266MHz PowerPC G3 processor.



Need to archive those sprawling old files to make room for those sprawling new files? Get your new Mac with an internal Zip drive.



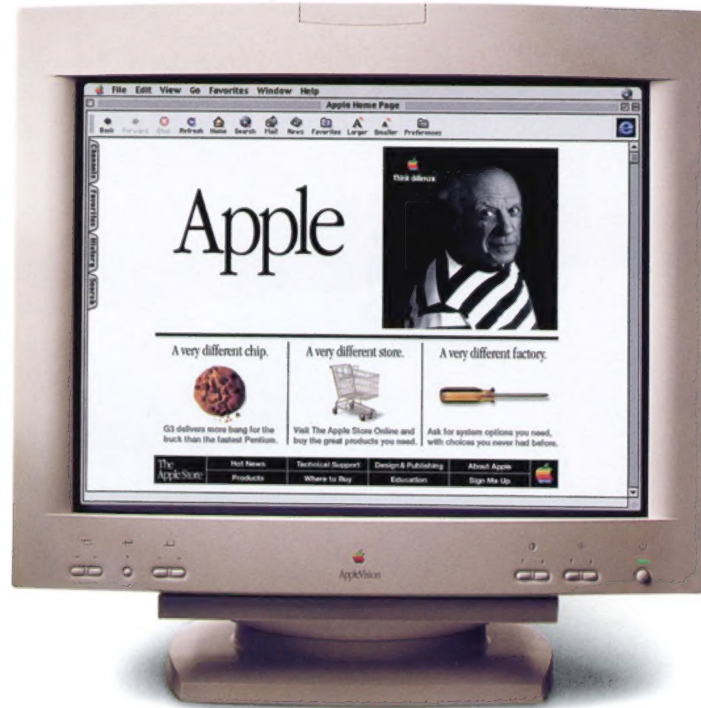
Want to express yourself more vividly through video and sound? Plug in an audio/video card.



Need to run lots of applications at once? Order a Mac with enough memory for your work style, all the way up to 384MB.



Looking for more room to work on those video files? Satisfy your voracious appetite for disk space with a 6GB hard drive.



www.apple.com

With our new generation of
Macs, new ways to build them
and new ways to buy them, we're
fundamentally changing the way
we do business. Without losing
sight of why we do business:
to make the best tools for people
who think creatively.



Think different.™